

VILLAGE OF HINSDALE
ECONOMIC DEVELOPMENT COMMISSION (EDC)
Minutes of the EDC Meeting on
Tuesday, October 24, 2017

Members Present: Chair John Karstrand, Annette Brinkmeier, Jill Sunderson, Cathleen Stoelting, Michael Goebel and Michael Kiyosaki.

Members Absent: Chris Schramko

Staff Present: Anna Devries, Economic Development Coordinator

Others Present: Dan Grisko, Direct Advantage Marketing
Isaac Brorson, Burr Ridge Resident

Call to Order (Agenda Item 1)

At 7:04 p.m., John Karstrand called to order the meeting of the Economic Development Commission (EDC) of Tuesday, October 24, 2017.

Approval of Minutes (Agenda Item 2)

Michael Goebel made a motion to approve the minutes of the meeting of the EDC from September 26, 2017. Michael Kiyosaki seconded, and the motion was approved unanimously.

Review of Sales Tax Revenue (Agenda Item 3)

Anna Devries provided an overview of the previous month's sale tax revenue. Anna Devries reviewed in the liability month of July, receipt month October the Village collected \$251,121 compared to the prior year in which \$242,368 was collected. The Commission discussed the year to date variance of 5%. Staff reviewed that variances can appear throughout the year as revenues fluctuate month to month. The Commission recognized that revenue brought in can vary month to month however, suggested seeing a breakdown by month of the overall lump sum budget. The Commission suggested that the month to month breakdown be configured by prior year's actual percentages rather than an equal distribution. The Commission discussed the sales tax revenue broken out by revenue source and found it interesting to see that automotive and filling stations and food were the Village's largest contributors.

Review of FY 17/18 Marketing Initiatives (Agenda Item 4)

Dan Grisko reviewed the marketing efforts for the digital videos that the Commission had created to boost shopping and dining locally. Dan Grisko shared the videos have received over 11,000 views on YouTube and Facebook combined by spending \$1,200 on digital ad space. Dan Grisko shared that the marketing dollars will be increased during the holiday season to maximize our reach and visibility to shoppers. Dan Grisko also reviewed the addition of the shop small tag line at the end of the shopping local video that will be used to bring visitors and residents into our community to shop locally during Small Business Saturday.

Review of FY 17/18 Budget and Capital Plan (Agenda Item 5)

Anna Devries reviewed the current budget and discussed the success of the ongoing digital advertising. The Commission discussed what is included in the agency retainer. Staff shared that the creative work that is produced by Direct Advantage is included in the agency retainer and directed by the Commission's yearly goals and marketing initiatives. The majority of the creative work that has been produced this fiscal year includes the planning and production of the three marketing videos that have now been viewed over 11,000 times since advertising publicly over two months. Staff also discussed that the holiday lighting bids came in under budget.

Other Business (Agenda Item 6)

a) Small Business Saturday

Anna Devries reviewed the Small Business Saturday promotion that the Economic Development Department, the Hinsdale Chamber and The Hinsdalean have been working on. The idea of the extra event promotion is to bring excitement and involvement into the community and our businesses. Businesses are also encouraged to sign up through American Express for a shop small business kit. Staff along with the Hinsdale Chamber and The Hinsdalean will also be distributing items on October 26 to businesses. Staff will continue to promote the event through the Village's website and electronic newsletter.

b) 2017 Chamber of Commerce

John Karstrand shared that the 52nd Annual Holiday Tree Lighting Ceremony and Christmas Walk will be held on December 1, 2017 from 5:00 PM to 8:00 PM. The event will include holiday carolers, a trackless train, a full size carousel, visits with Santa and live reindeer. John Karstrand also shared that Kaehler Luggage is hosting a ribbon cutting on November 9 as well as Hinsdale Bank & Trust is hosting a Business After Hours event.

c) September 2017 Economic Development Monthly Report

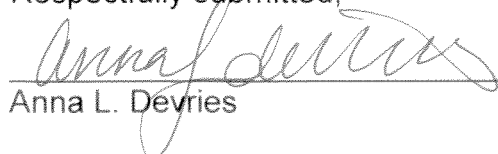
Anna Devries shared the following updates.

- Jimmy John's has started construction in Gateway Square
- Elysian Nail Spa has started construction at 24 W. Chicago Avenue
- Kaehler Luggage has completed construction

Adjournment (Agenda Item 7)

Jill Sunderson made a motion to adjourn the meeting and Michael Kiyosaki seconded. The motion was approved unanimously. The October 24, 2017, meeting of the EDC was declared adjourned at 8:03 p.m.

Respectfully submitted,



Anna L. Devries